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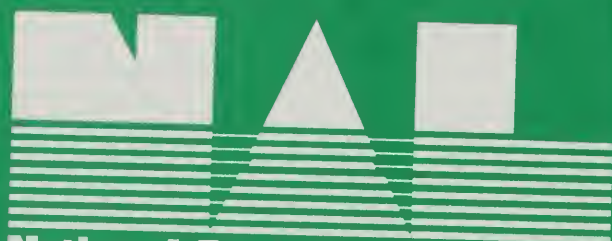
Water Quality Coordinators



Extension Service
U.S. Department of Agriculture

May 1990

**United States
Department of
Agriculture**



National Agricultural Library

USER'S GUIDE

This is the fifth year of publication of Cooperative Extension's directory of Water Quality Coordinators.

The role of Water Quality coordinators continues to evolve as the level of public interest, Congressional concern and Extension programming increases and intensifies.

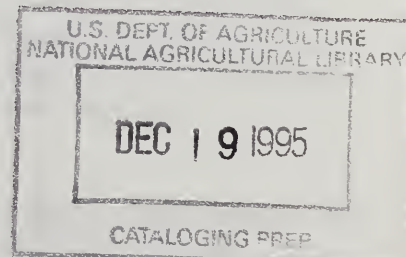
This year we are using, for the first time, a format that differentiates between Administrative Coordinators and Programmatic Coordinators.

In general, Administrative Coordinators are responsible for representing the Extension administration (including the Federal viewpoints) in the administration of WATER QUALITY PROGRAMS in their respective states. They are denoted in the directory by WQ-AC following their names.

The Programmatic Coordinators generally are responsible for interactions with technical staff in the development and delivery of Extension education materials and programs. They are denoted by WQ-PC following their names.

In some states, one person shoulders both responsibilities. They are denoted by WQC following their names.

The Water Quality Coordinators are a vital link in Extension programming in every state. They are the primary contact for interstate communications within the Cooperative Extension System and for other agencies and organizations interested in exploring cooperative efforts.



Note: Errors, omissions, or suggested changes should be brought to the attention of some member of the ES-Water Initiative Team (listed on the last two pages of this directory.)

GUIDELINES FOR WATER QUALITY COORDINATORS

Diversity and variety in approaches have always characterized the Cooperative Extension System. This continues to be true with our Water Quality Initiative and issues. The role of the water quality coordinator varies from state to state. In order to make state efforts more effective, the following guidelines are suggested:

1. Serve as "the in-state authority" for the Water Quality Initiative
 - a. Share relevant materials from ES and other sources with your colleagues.
 - b. Maintain a file of the materials regarding the Water Quality Initiative.
 - c. Let your State CES staff know you can answer their questions about your initiative--or help them find an answer.
 - d. "Interpret" the Water Quality Initiative and issues for your state. Lots of States have collapsed the CES initiatives into a smaller number--or added some of their own priorities to the nationwide list. Help your CES staff (and others) understand the relationship between the efforts in your state and related efforts in other states--even if the labels are different.
2. Build interest in Water Quality within your State CES.
 - a. Identify the Programs, Departments, and staff members on campus and in the field, who need to be a part of efforts related to water quality.
 - b. Let key groups and individuals know how they can get involved in new efforts tied to the initiative, or coordinate present efforts so that they contribute toward solving its issues.
 - c. Share useful information from ES and other states with all appropriate persons in your State CES. Use vehicles already available to you, such as newsletters from Extension program units or Departments. Or create new communications devices if you need to.
 - d. Build a network. Let all concerned know who else is working on the initiative or its issues in your state. Provide a vehicle, such as a special newsletter, that allows everyone working on the initiative to share their successes, ideas and needs. Contact those on the network frequently, in person or by phone. They need to know you are interested in what they are doing.
 - e. Encourage interdisciplinary approaches. As you identify Departments or Program Units which are starting to address Water Quality issues suggest to them other groups or individuals who could collaborate, or could coordinate their own efforts.

- f. Give your Initiative away. As long as your colleagues see it as "your" initiative and issues, they may help, but not with the enthusiasm which only comes from their "ownership" of their efforts. Use the spotlight of public (and in-house) attention to reinforce good efforts, and spread the credits. Your goal should be to create a "bandwagon effect" in which so much seems to be going on that everyone wants "to get on board."
3. Reach Out Beyond CES in your State. A major emphasis in issues-based programming is to use Extension expertise to seek out partners and to form coalitions that address issues of mutual concern.
- a. Search out media articles, publications from other groups, and other clues that there is interest in a particular issue by a potential partner.
 - b. Pass on potential contacts to your colleagues, or seek them out yourself, and offer to work with them to address the issues. Extension can often provide the educational information, and sometimes the volunteer help, while political units can provide the legitimation, and often the private sector and Foundations will help with funding, while media contacts develop the necessary public attention.
 - c. Be ready to "take a back seat" to get the job done. CES won't always be the lead agency in coalitions. Nor should it be--the issues we are addressing are too big for our human and financial resources. Only when a variety of powerful groups get behind a really important issue can they successfully address it.
4. Organize to tell the story. The future of the CES depends on how well we are able to tell the story of our successes in water quality programming.
- a. Make sure local and state media get hard-hitting stories of problems solved and issues addressed. Farm and other magazines, Extension Review, and Agents Association publications are other ways of telling the story.
 - b. Feedback information to the ES Water Initiative Team. Other states need to know what you are doing. So do elected officials, other agencies, and national groups.
 - c. Use the CES accomplishment reporting system to help justify continued support of the important work of the CES. Make sure result reports from your state use keywords from the appropriate nationwide initiatives and issues in their reporting regardless of the labels used within your state. Data have to be aggregated at the national level to impress decisionmakers. The use of appropriate keywords makes this job much easier.

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ROLE: The Water Initiative Team (WIT) provides oversight and management of the Extension programs in water quality. We review plans of work and accomplishment reports; collect and catalog Extension water quality materials; provide federally mandated and funded programs; prepare reports for the administration and for the Congress; develop budget materials; interact with a number of joint ES/ECOP committees; and maintain liaison with Federal action, research and regulatory agencies within and outside of USDA. We are here to help you! Feel free to call on us.

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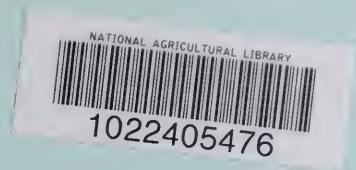
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